

MASTER WATER MARKETING WITH ADAM TANK



Dive into the world of water professionals with a seasoned thought leader, **Adam Tank**, co-founder of **Transcend**, as he guides you through the maze of marketing challenges in the water sector. In this episode, Adam brings over 15 years of industry expertise to unravel the complexities of building an online presence for water companies.

Feel the tug of limited time and budget? Adam Tank understands the struggle. Join us for a candid conversation infused with humor and anecdotes as we explore Adam's water journey. Whether you're just starting your online presence or a marketing enthusiast in the water treatment industry, Adam shares practical insights on the dos and don'ts of marketing, the impact of social media, and effective budgeting and communication strategies.

This episode promises more than just knowledge; it's a journey toward clarity in your marketing strategies. Adam's powerful wisdom unfolds as he declares, "Social media, used properly, is the most powerful network building and brand building tool that has ever existed in the history of the world." Don't miss the chance to gain a unique perspective and elevate your approach to marketing in the water treatment realm.

Tune in for a wealth of actionable insights and discover the secrets to authentic engagement. Enhance your marketing strategies with Adam Tank's expertise, and let's navigate the waters of the industry together.

Mark your calendars for **December 22, 2023**, and elevate your understanding of water industry marketing with Adam Tank on Scaling UP! H2O. Don't miss out on this opportunity to enhance your marketing strategies with expert guidance. Listeners can access this enlightening episode on their preferred podcast platform or by visiting scalinguph2o.com

About Transcend

Transcend is at the forefront of critical infrastructure design with its innovative platform, Transcend Design Generator (TDG). This intuitive, online generative design platform empowers capital planners, project developers, and engineering professionals to rapidly generate preliminary engineering designs for critical infrastructure, including the Water & Wastewater treatment and Power Sectors.

To learn how Transcend Design Generator (TDG) is used by the world's leading asset owners, equipment suppliers, and engineering firms to streamline capital planning and budgeting processes, visit www.transcendinfra.com

About the Scaling UP! H2O podcast

The leading podcast for professionals in the industrial water treatment industry, providing easily accessible educational content for experts worldwide. Hosted by Trace Blackmore, CWT, former AWT President, and recipient of the Ray Baum Memorial Award, Scaling UP! H2O features groundbreaking weekly podcast episodes and daily digital content on social media platforms. Ranking in the top 3% of all podcasts globally by Listen Notes, Scaling UP! H2O delivers the very best digital content for professionals in the water industry. For more information on Scaling UP! H2O and to access previous episodes, visit scalinguph2o.com.